DOCUMENT RESUME

ED 419 414 CS 217 913

AUTHOR Jones, Rhonda
TITLE Producing a School Newsletter Parents Will Read!
REPORT NO ISBN-0-944109-1-5
PUB DATE 96
NOTE 110p.
AVAILABLE FROM Image Control, P.O. Box 231302, Sacramento, CA 95823 ($17.95 plus $3 shipping/handling).
PUB TYPE Guides - Non-Classroom (055) -- Reference Materials - General (130)
EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS *Audience Awareness; Editing; Elementary Education; *Layout (Publications); *Newsletters; *Organizational Communication; *Parent Participation; Parent School Relationship; Planning; Production Techniques; Readability

ABSTRACT

This guide to producing a readable, appealing, and interesting school newsletter is intended for teachers, administrators, and secretaries who might be intimidated and overwhelmed by the task of newsletter production. The guide will help school professionals write, design, and produce a school newsletter that will reach today's busy and overcommitted parents. It provides directions for creating a newsletter from start to finish, with lots of ideas in between. In addition, it includes a variety of newsletter samples, news-gathering forms, and resources to facilitate production tasks. The guide also considers common mistakes made by school editors and the selection of the best computer software for newsletter production. Following an introduction, chapters in the guide are: Benefits of a School Newsletter; Obtaining Readership; Planning Your Newsletter; Developing Your Editorial; Layout and Design; Putting It All Together; Printing Your Newsletter; Distribution; and Five Newsletter Samples. An appendix includes a resources list, a glossary of terms, forms/flyers, a resource catalog, book ordering information, and customized services. (RS)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****